

DOT/EPA

It All Adds Up To Cleaner Air Initiative **Seasonal Theme Program Materials: Spring**

EVENT/ACTIVITY SUGGESTIONS

Free or low-cost activities for participating communities to consider implementing as part of their participation/involvement in the *It All Adds Up To Cleaner Air* spring program.

It All Adds Up To Cleaner Air **Spring Event/Activity Suggestions**

- Partner with your [local Society of Automotive Engineers section](http://www.sae.org/sections) (www.sae.org/sections), [Service Technicians Society chapter](http://www.sts.sae.org/chapters) (www.sts.sae.org/chapters) and/or the Car Care Council to promote National Car Care Month in April (see www.carcarecouncil.org/nccm). To help you organize a car care event or vehicle inspection lane program, the Car Care Council has developed an [Event Planning Kit](http://www.carcarecouncil.org/NCCM/pdf/NCCM_PlanningKit_2003.pdf) (www.carcarecouncil.org/NCCM/pdf/NCCM_PlanningKit_2003.pdf).
- Co-host a public outreach event with your local Earth Day organizer to promote car maintenance, and walking and biking for transportation (note: Earth Day is April 22).
- Partner with your [state or local bicycling advocacy organization](http://www.bikeleague.org/linksstateadv.htm) (www.bikeleague.org/linksstateadv.htm) using the *It All Adds Up To Cleaner Air* bicycle/walk print ads to promote bicycling and walking for exercise, errands, and commuting (e.g., Bike-To-Work Day/Week). Building on bike-to-work days, some cities have developed additional “bike-to” days (e.g. the Chicagoland Bicycle Federation promotes “Shopping by Bike” and Denver encourages bicycling to school, church, baseball and soccer games, museums, the zoo, festivals, etc.).
- Distribute the “Three Simple Steps for Spring” flyer at local shopping malls, spring festivals or fairs and related outdoor events.
- Partner with a local tire dealer or statewide tire dealer association to promote checking for proper tire inflation. Partnership activities could include hosting a tire-pressure-check day, providing *It All Adds Up*-branded materials (see [Exemplary Products](http://www.italladdsup.gov/community_partners/marketingmaterials.html) for examples (www.italladdsup.gov/community_partners/marketingmaterials.html) – tire-pressure-gauge decal template in MS Word format available upon request) to residents who participate in a local event, or distributing information (fact sheets, etc.) on the effect of proper car maintenance on air pollution and traffic congestion.

- Partner with your mass transit agency to promote combining walking and bicycling with mass transit – promotion could include contests, giveaways (such as a free water bottle or pedometer) and radio station tie-ins (live broadcasts from major transit centers and interviews with individuals who participate in the program).
- Partner with a local radio station to host a walk-to-work or bicycle-to-work (or to do an errand) contest promoting the spring tips; partner with a local fitness/aerobics studio to promote the initiative as part of spring get-in-shape activities.
- Partner with your [American Lung Association chapter \(www.lungusa.org/local\)](http://www.lungusa.org/local) to promote car maintenance, and walking and bicycling for transportation, during Clean Air Month (May).
- Develop a flash e-mail on car maintenance and walking and bicycling for transportation (or adapt the *It All Adds Up To Cleaner Air* spring program version) for your coalition members to share with their network of contacts. The flash e-mail could be sent to employees at companies that offer commuter choice benefits as a way of promoting participation.
- Ask local employers in EPA's Commuter Choice Leadership Initiative to provide information on the *It All Adds Up To Cleaner Air* spring program to their employees. To learn who these employers are, contact Patrice Thorton, 734-214-4329.